ABSTRACT OF THE DISCLOSURE

In a light emission display drive method, a driver capable of performing control of three or more levels in the output brightness of each light emission element is provided and when the intermediate level is represented, a $\Delta\Sigma$ modulator controls the distribution of the occurrence probability of each level, whereby multi-level gradation representation is conducted. At this time, one channel of $\Delta\Sigma$ modulator is provided and a quantizer with "N-1"-value threshold, N-value output is used and the driver is controlled in response to output of the quantizer or separate $\Delta\Sigma$ modulators are provided for weight multiple outputs and the input values to represent gradation are distributed through a distributor.